

Message Text

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PAGE 01 BRASIL 04328 112023Z

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ACTION ARA-20

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R 111800Z JUL 73

FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 8601
INFO AMCONSUL RECIFE
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

UNCLAS BRASILIA 4328

E. O. 11652: N/A

TAGS:

SUBJECT: PERSONNEL REQUIREMENTS IN BRAZIL FOR FY-1975

COMMERCIAL PROGRAM: MARKET ANALYSIS UNIT

REF: STATE 130616

1. WE STRONGLY CONCUR WITH BASIC OBJECTIVE OF MARKET ANALYSIS UNIT -- SYSTEMATIC RESEARCH TO PROVIDE RATIONAL BASIS OF COMMERCIAL PROGRAMS IN BRAZIL.

2. OUTSIDE MARKET RESEARCH. THERE HAS BEEN EXTENSIVE MARKET RESEARCH PROGRAM IN BRAZIL OVER PAST THREE YEARS, RELYING PRIMARILY ON PROFESSIONAL, CONTRACTED OUTSIDE RESEARCH. COMMERCE HAS FUNDED 20 SUCH RESEARCH PROJECTS IN BRAZIL SINCE 1970. NEGOTIATION OF THESE OUTSIDE CONTRACTS, EXTENSIVE SUPERVISION OF THEIR PROGRESS AND CORRECTION OF MANY INADEQUACIES HAVE REQUIRED SUBSTANTIAL AMOUNT OF FSO AND PROFESSIONAL FSL MAN HOURS. IN ADDITION, UNDER CURRENT SYSTEM, THE POSTS ARE REQUIRED TO DEVELOP AND PREPARE FOLLOW-UP WTRD'S WITH IMPOSE ADDITIONAL MANPOWER REQUIREMENTS.

3. DESK STUDIES. IN ADDITION, CONGENS RIO AND SAO PAULO HAVE COMPLETED OR HAVE UNDER PREPARATION 7 DESK STUDIES. THE UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRASIL 04328 112023Z

FOUR DESK STUDIES PREPARED IN SAO PAULO REQUIRED CONSIDERABLE

MORE THAN THE EIGHT FULL MAN DAYS APIECE ESTIMATED IN STATE 130616 TO BE THE NORM. THE AVERAGE DESK STUDY TOOK 14 FSL MAN DAYS AND ONE HALF FSO MAN DAY. RIO HAS HAD SIMILAR EXPERIENCE WITH ITS THREE DESK STUDIES SO FAR COMPLETED.

4. OUR EXPERIENCE TO DATE WITH THESE DESK STUDIES HAS NOT BEEN ENTIRELY SATISFACTORY. DESPITE THE AMOUNT OF MAN HOURS EXPENDED, THE END PRODUCT HAS NOT BEEN THE KIND OF PROFESSIONAL MARKETING TOOL REQUIRED TO MAKE MAJOR COMMERCIAL PROGRAMMING DECISIONS. THIS HAS BEEN DUE IN PART TO STATISTICAL INADEQUACIES DISCUSSED MORE FULLY IN PARAGRAPH 7 BELOW. MORE FUNDAMENTALLY, HOWEVER, THESE INADEQUACIES ARE A REFLECTION OF THE FACT THAT OUR FSL'S HAVE BEEN INUNDATED WITH OTHER PRESSING AND MORE IMMEDIATE WORKLOAD REQUIREMENTS TO THE EXTENT THAT THEY HAVE BEEN UNABLE TO DEVOTE THEMSELVES TO THESE DESK STUDIES WITHOUT FREQUENT INTERRUPTIONS.

5. THE INCREASED STAFFING REQUIREMENTS FROM OTHER CONTINGENCY AND HIGH PRIORITY ASSIGNMENTS -- ASIDE FROM MARKET ANALYSIS UNIT PROGRAM-- HAS BECOME SO ACUTE THAT THE EMBASSY HAS ALREADY REQUESTED, ON A MINIMUM BASIS, THE IMMEDIATE CREATION OF ONE FSO AND THREE NEW FSL POSITIONS, BRAZIL-WIDE.

6. THE PROBLEM HAS BECOME SO ACUTE THAT WE DO NOT ANTICIPATE, ON THE BASIS OF CURRENT STAFFING, CONDUCTING MORE THAN POSSIBLY ONE OR TWO HIGH PRIORITY DESK STUDIES THE CURRENT FISCAL YEAR. WE MUST UNDER CURRENT CIRCUMSTANCES DEVOTE OUR SCARCE STAFF RESOURCES TO THE EXTENSIVE COMMERCE TRADE PROMOTION PROGRAM IN BRAZIL AS WELL AS THE CONTINUING INFLOW OF "ROUTINE" COMMERCIAL DEMANDS (WTDR'S, ADS'S, BUSINESS VISITORS, ETC.) THEREFORE, IN RESPONSE TO PARA 3 OF REFTEL, (A) CONGENS RIO AND SAO PAULO COULD NOT EXPECT TO PREPARE MORE THAN TWO OR THREE DESK STUDIES DURING FY 1974 WITH PRESENT STAFFING; (B) THIS NUMBER COULD NOT BE SIGNIFICANTLY EXPANDED BY A REALIGNMENT OF EXISTING RESPONSIBILITIES. (C) WE WOULD REQUIRE ONE ADDITIONAL FSL POSITION, BEYOND UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BRASIL 04328 112023Z

THOSE REQUESTED IN BRASILIA 3803, AT THE FSL-12 LEVEL, TO PRODUCE 12 DESK STUDIES PER YEAR.

7. STATISTICAL NEEDS. AS INDICATED BRASILIA GREATEST CURRENT EXPORT PROMOTION, NEED IN BRAZIL IS STATISTICAL BASE FOR IMPORT ANALYSIS DUE TO COMBINATION OF SERIOUS TWO-YEAR LAG IN BRAZILIAN DATA, COMBINED WITH RAPIDLY CHANGING NATURE OF BRAZILIAN MARKET; PROMPT

ALLOCATION FUNDS FOR THIS STUDY REQUESTED.

8. THIS IS COORDINATED RESPONSE BY EMBASSY AND CON
GENS RIO AND SAO PAULO, BASED ON EXTENSIVE DISCUSSION
OF ISSUE AT JULY 9-10 BRAZIL-WIDE ECON/COMMERCIAL
OFFICERS' CONFERENCE.

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